

**THE CONSUMER PERCEPTIONS ON BRAND IMAGE YAKULT (Quantitative  
Descriptive Study of Brand Image Yakult at Bank Mandiri KCP Diponegoro Yogyakarta)**



**Compiled as one of the conditions to complete Bachelor Degree of Communication Science  
of Communication and Informatics Faculty**

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**APPROVAL PAGE**

**THE CONSUMER PERCEPTION OF YAKULT BRAND IMAGE**

**(Descriptive Quantitative Study of Brand Image of Yakult in Mandiri Bank  
KCP Diponegoro Yogyakarta)**

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**LEGALIZATION PAGE**

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Surakarta, 07 Juni 2018

The researcher



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**THE CONSUMER PERCEPTION OF YAKULT BRAND IMAGE**  
**(Descriptive Quantitative Study of Brand Image of Yakult in Mandiri Bank KCP**  
**Diponegoro Yogyakarta)**

**Abstract**

Nowadays, company is prosecuted to be able to compete with others to dominate market share by making good image in whole society. Making good image or branding is an effort to build good perception in society because in that perception effective communication between consumers to its product will be created. The magnitude of the sales span between Yakult and the competitor means that trust in the product is also great. This study aims to see how the dominant influence of brand image on the formation of consumer perceptions.. This study is held in Yogyakarta especially in Mandiri Bank Office KCP Diponegoro Jetis, DIY. The sampling technique using purposive sampling. The method on descriptive quantitative by using questionnaires as its instrument with sample of 80 people. Test validity is calculated by comparing  $r$  count-value, while test reliability used *SPSS for Windows* with statistical test of *Cronbach Alpha*  $>0,60$ . The primary data used in this study is taken by distributing instrument of study, that is questionnaires to respondents. Based on data analysis result shows that consumers perception is tend to be good with the highest percentage trend 95%, moderate 3,8% and low 1,3%. By that, perception that had by employees of Mandiri Bank KCP Diponegoro can be stated in high category

**Keywords:** consumers perception, Yakult, brand image.

**Abstrak.**

Persaingan antar perusahaan dituntut untuk harus menguasai pangsa pasar dengan membuat image yang baik di masyarakat luas. Pembentukan image pada sebuah merek merupakan upaya kritis untuk membangun persepsi yang baik di masyarakat, karena dalam persepsi tersebut konsumen akan tercipta komunikasi yang efektif antara produk dan konsumen. Besarnya rentangan penjualan antara Yakult dan kompetitor mengartikan bahwa kepercayaan terhadap produk juga besar. Penelitian ini bertujuan untuk melihat bagaimana pengaruh dominan brand image terhadap pembentukan persepsi konsumen. Penelitian ini di laksanakan di Yogyakarta khususnya pada kantor Bank Mandiri KCP Diponegoro Jetis DIY. Teknik pengambilan sampel menggunakan purposive sampling, metode deskriptif kuantitatif dengan menggunakan instrument penelitian yaitu kuesioner dengan sampel sebanyak 80 orang. Uji validitas dihitung dengan membandingkan nilai  $r$  hitung sedangkan uji reabilitas menggunakan bantuan SPSS for Windows dengan uji statistik *Cronbach Alpha*  $>0,60$  Data primer yang digunakan dalam penelitian diambil dari penyebaran instrument penelitian yaitu kuesioner kepada responden. Berdasarkan hasil analisis data bahwa persepsi konsumen mempunyai kecenderungan yang baik dengan presentase kecenderungan tertinggi sebesar 95%, sedang sebesar 3,8% dan rendah sebesar 1,3%. Dengan ini persepsi yang dimiliki karyawan Bank Mandiri KCP Diponegoro Yogyakarta dinyatakan berada pada kategori yang tinggi.

**Kata kunci** persepsi konsumen, yakult, brand image.

## 1. INTRODUCTION

The phenomenon of product promotion using newspapers, magazines and electronic media is now considered to be common by the public and is no longer an amazing thing because the level of public criticism about a product is getting higher. This caused enhancement of company intensity and also competition between company is getting higher. Consumers will also demand companies to pay attention to their needs and desires to meet those needs in a way that is more than what competitors do. (Tjipto & Diana, 2003). High competition between companies required consumer to make perception if they want to trust them and not make wrong choice of several options offered by similar products.

Perception is defined as the process by which a person captures, organizes and then implies the impression of the senses and beliefs that exist in consumer minds (Kotler & Lane). The perception of somebody is not same to other perception because perception is objective. Perception can be defined as a process in which various stimuli are chosen, organized, and then given the impression to become more meaningful information. The association that perceived and owned consumers is mostly created by language that relate to the product through all advertising created by that product, then realizing that the brand is a signal that is thrown by the product that will be embedded in the head of consumers and create a product image in society (Kirmani & Zeithaml, 2003).

Kotler and Lane (2007) likened Brand Image to a belief consumer had on a product then the consumer will associate the product in their minds. Nugroho (2003) stated that brand image is product reality, so it can be assumed that brand image can associate all perception on the product. Opinion of Mowen (2004) is if consumers have good perception on a product, the product is possibly become TOM (top of mind) and effects more buying decision compared similar products. The better association consumers had on the product, the bigger more possibility product will be bought by them.

Yakult is fermented proceed milk produced by PT Yakult Indonesia Persada, established at 2<sup>nd</sup> February 1990. In the beginning of establishment PT Yakult is manufacturing business joint venture with PT Perkasa Simpati Persada. In 1997 factory located in Pasar Rebo Jakarta produced 720.000/day, then it moved in Desa Pesawahan, Cicurug Sukabumi, Jawa Barat. Yakult is fermented milk with the highest rating sale of all,

that is 78,6% is reached by yakult, followed by its competitors cimory 10,5%, vitacharm 3,2% and calpico 1,8% ([www.topbrand-award.com](http://www.topbrand-award.com)).

Mowen & Miller (2002) explained that study of consumers behaviour in terms perception is really critical to take a managerial decision. Taking *consumer primacy* principle means that consumer is the purpose of all marketing efforts. Difference perception owned by consumers is interesting thing to be studied, a big range of sales between Yakult and its competitors hence the researcher is interested to know how consumers stimuli factor influence consumer perceptions on brand image of Yakult in sight of society.

Difference product perception owned by consumers have power for product itself to get place in customers minds. This is interesting to be studied because the range of difference sales is very big, up to 70% between Yakult and its competitors. The researcher is very interested to know how brand image of Yakult product influence consumers perception on its product. Media Indonesia reported that during 2016 Yakult has been able to sale its product up to 5 million bottles per day and had won awards such as Top Brand Award, Indonesia Best Brand Award, Investment Award and Yakult factory in Sukabumi received award from Badan POM RI in the form of a charter of three Star for food safety.

Based on result of previous research conducted by Sella Yuke (2013) in KFC Kawi Malang by gender, 37% respondents are male and 63% female, the percentage difference is obtained because of the possibility of difference of perception owned between male and female. And in that study showed that brand image simultaneously influences consumers perception. Result of another survey conducted by Riana Krama Dewi (2014) in Rumah Makan Spesial Sambal (SS) showed that brand image factor has the most significant role with percentage 57,44% agree and 22,13% disagree.

## **2. METHODOLOGY**

In this study using descriptive research using quantitative approach with the aim can easily describe and explain the response of consumers by processing the data obtained. This study was conducted at Mandiri Bank Branch Office (KCP) Diponegoro Yogyakarta. The type of data used primary data, the primary data itself is the source of data obtained from original source directly or indirectly through intermediaries. The method used is survey method which is a research method by using questionnaire as the instrument of data collection. This survey

method examines the relatively large population by determining the representative representative sample of the studied population (Wimmer & Dominic, 2000).

The sampling technique used in this study is purposive sampling, according to Notoadmmodja (2010) is the consideration of sampling based on a particular reason such as the nature of the population or characteristics of the characteristics that have been known previously. The consideration that meant is the author only take people who have consumed Yakult products familiar have a royalty to the brand. This research used 80 samples from employees of Mandiri Bank KCP Diponegoro Yogyakarta.

Brand image (X) is dependent variable in which brand image represents the consumers' perception of the product as the answer of associating a product image in consumers' minds (Ferdinand,2009). This study used a survey method with a questionnaire. Questionnaires will be distributed to employees of the Mandiri Bank KCP Diponegoro Yogyakarta so that researcher will obtain primary data which will be analysed then. This survey method is used to obtain information from a particular place by distributing questionnaires (Sugiono,2009).

The questionnaire itself is a technique of accumulating data through a form submitted in writing to a group of people to obtain the information required by researcher (Mardalis,2008). The questionnaire that will be used is a closed questionnaire using the Likert scale. The measuring tool to be used is the ordinal scale, ordinal scale itself is tiered scale which will be more or less than other. Likert scale itself according to (Sugiono, 2007) is used in measuring attitudes, perceptions and opinions of a person about a social phenomenon. Based on these things, researcher will perform data calculation using ordinal scale of Likert method level 1 to 5.

The reliability test will be used for the questionnaire so it can be said reliable or can be trusted when the respondents answer the statement in a stable and consistent manner. The reliability of the questionnaire regarding the correctness of the answer of previous statement will be tested with a different sample using *SPSS for Windows* to measure reliability with the *Cronbach Alpha* ( $\alpha$ ) statistical test. The answer of the statement will be reliable if it gives *Cronbach Alpha* value > 0.60 (Ghozali, 2005: 41-42). Furthermore, the validity test is used to see whether or not the validity of the questionnaire. The questionnaire is valid if the statement in questionnaire can reveals something that will be measured by the questionnaire. Validity



test will be calculated by comparing the value of  $r$  count (correlated item-total correlation) with  $r$  table value. If  $r$  count  $>$   $r$  table and the value is positive then the item of statement is declared valid (Ghozali, 2005).

Univariate analysis is the analysis used to analyze the existing variables descriptively, using descriptive statistics of frequency distribution and also the central tendency. The frequency distribution will help researcher to know how frequency distribution of research data while central tendency aims to get certain characteristics in the form of a number which is characteristic of that number (Kriyantono, 2010).

### **3. RESULT AND DISCUSSION.**

#### **3.1 Data Description**

At this step, the researcher will perform the presentation of research data that conducted to respondents of employees of Mandiri Bank KCP Diponegoro Yogyakarta. The data have been obtained then analysed using SPSS 19 Statistics for Windows program which then tabulated into table form that will describe all values and number of respondents.

##### **3.1.1 Validity**

Validity is a measure that show whether an instrument is valid or not. Instrument is said to be valid if it can measure what researcher want in the study as well and stated as variable indicator (Arikunto, 2010). Validity test will be calculated using *Cronbach's Alpha* formula with SPSS For Windows help. The result from validity test data will be distributed to 25 people with 25 item statements.

##### **3.1.2 Reability**

Arikunto (2010) explained that reliability is a reference to the accuracy of an instrument, whether the instrument can be trusted as a data accumulation tool or not. If the instrument is good, means it reliable, can be trusted and consistent. The reliability of this research using alpha formula. In this study, the question items tested its reliability is the question items that has been valid. There are 25 variable statement items resulting *Cronbach's Alpha* value of 0.953 and 25 question items. From thaese results can be concluded that the perception of consumers and brand image is reliable, with the category of reliability can be accepted because the value of *Cronbach's Alpha* resulted as follows:

Table 1 : Reliability Statistics

<b>Cronbach's Alpha</b>	<b>N of Items</b>
,953	25

### 3.2 Respondent Profile Descriptive

#### 3.2.1 Gender

Based on respondents' gender data from the questionnaires that have been distributed, can be obtained respondents classification by age as follows:

Table 2 : Gender Statistics

	<b>Frequency</b>	<b>Percentage</b>
Male	52	65,0
Female	28	35,0
<b>TOTAL</b>	<b>80</b>	<b>100,0</b>

Base on table above shows that dominant respondents are male with percentage 65,0% and female respondents 35,0%

#### 3.2.2 Brand Knowledge

Based on respondents' data from the questionnaire that have been distributed, can be obtained respondents classification of brand knowledge as follows:

Table 3: Brand Knowlegde Statistics

	<b>Frequency</b>	<b>Percentage</b>
Valid Yes	75	93,8
No	4	98,8
<b>Total</b>	<b>80</b>	<b>100,0</b>

### 3.3 Data Analysis

The result of data analysis that has been conducted by researcher after filling the questionnaire then the data can be grouped and processed to get total score on the aspects which measured. The obtained value from the respondents will be categorized as the answer of tiered statements such as strongly agree 5, agree 4, hesitate 3, disagree 2 and strongly disagree 1.

Table 4. score rating of answer as assessment scale

Score	Category
1.00 - 1.80	Strongly Disagree
1.81 - 2.60	Disagree
2.61 – 3.40	Hesitate
3.41 – 4.20	Agree
4.21 – 5.00	Strongly agree

By seeing category above, then the response of respondents in each indicator is as follows:

### 3.3.1 Brand Equity

Brand equity refers to the physical identity or the real body of a product that makes consumers identify and differentiate it with other brands or other products easily, the response is derived from the answer of the items that has been distributed.

Table 5 : Brand Equity Statistics

Indicator	Item Statement	Total Score	Mean	Median	SD
<b>Brand Equity</b>	1.Price that Yakult offered is appropriate to its quality.	<b>301.00</b>	<b>3.762</b>	<b>4.00</b>	<b>0.715</b>
	2.Price that offered by product is not burdening consumers.	<b>300.00</b>	<b>3.750</b>	<b>4.00</b>	<b>0.754</b>
	3.Physical safety (package) of product is so good to keep its hygiene.	<b>303.00</b>	<b>3.787</b>	<b>4.00</b>	<b>0.963</b>
	4.The product is so easy to buy.	<b>329.00</b>	<b>4.11</b>	<b>4.00</b>	<b>0.856</b>
	5.The taste of Yakult is not fishy.	<b>323.00</b>	<b>4.037</b>	<b>4.00</b>	<b>0.818</b>
<b>Total Mean</b>		<b>1556 311.2</b>	<b>19.45 3.89</b>		

Brand association indicator got total score 1556 and has mean 3,89 that is the highest mean of 3 (three) aspects which has been studied. This value includes in brand association category as the most chosen category by respondents. In this indicator can be interpreted that employees of Mandiri Bank KCP Diponero Yogyakarta had good perception of brand association.

### 3.3.2 Brand personality

Brand personality is characteristic brand that shape certain personality to the product. Aaker (1997) mentioned brand personality as competency, sincerity and excitement. Plummer (1985) described that brand personality with tone of character such as colourful, spirit and young.

Table 6 : Brand Personality Statistics

Indicator	Item Statement	Total Score	Mean	Median	SD
<b>Brand Personality</b>	1. Yakult able to give health impression to me and family.	<b>301.00</b>	<b>3.762</b>	<b>4.00</b>	<b>0.715</b>
	2. I am so familiar with this product.	<b>327.00</b>	<b>4.087</b>	<b>4.00</b>	<b>0.697</b>
	3. Yakult makes me amazed and attract my attention.	<b>258.00</b>	<b>3.225</b>	<b>3.00</b>	<b>0.693</b>
	4. Yakult has good prestige so the people who consume it will look healthy.	<b>264.00</b>	<b>3.300</b>	<b>3.00</b>	<b>0.801</b>
	5. I prefer Yakult to other similar product.	<b>286.00</b>	<b>3.575</b>	<b>4.00</b>	<b>0.882</b>
<b>Total Mean</b>		<b>1436 287.2</b>	<b>17.95 3.59</b>		

Brand personality aspect got score 1436 and has mean 3,59. This aspect can be categories in agree response, meaning respondents agree that brand personality have influenced their perspective in perception concept of creating the brand image of Yakult.

### 3.3.3 Brand Association

Brand association is certain things that deserve to be related to the brand, or regular and consistent activity.

Table 7 : Brand Assosiation Statistics

Indicator	Item Statement	Total Score	Mean	Median	SD
<b>Brand Assosiation</b>	1. Yakult is rated easy to remember.	<b>301.00</b>	<b>3.762</b>	<b>4.00</b>	<b>0.715</b>
	2 Yakult has good reputation.	<b>301.00</b>	<b>3.762</b>	<b>4.00</b>	<b>0.754</b>
	3 Consumers trust that Yakult is developed by high technology.	<b>303.00</b>	<b>3.787</b>	<b>4.00</b>	<b>0.963</b>
	4 Yakult has hygiene factory and compatible personnel on it.	<b>277.00</b>	<b>3.462</b>	<b>3.50</b>	<b>0.856</b>
	5 Consumers feel that Yakult can get flavor customers want.	<b>277.00</b>	<b>3.475</b>	<b>3.00</b>	<b>0.818</b>
<b>Total Mean</b>		<b>1460 292</b>	<b>18.25 3.65</b>		

Brand association aspect is not that differ from other aspect with score 896 and mean average 3,65. This value also include in agree category, meaning that brand association also has important role of the branding of the product proved by high mean total obtained.

#### 3.3.4 Brand behaviour & attitude

Brand behaviour & attitude is bran behaviour when communicate and interact with consumers when offering benefits and values product has. Then it will influence consumers perception and assessment to the product.

Table 8 : Brand Behaviour &amp; Attitude Statistics

Indicator	Item Statement	Total Score	Mean	Median	SD
<b>Brand Behaviour &amp; Attitude</b>	1. I have positive attitude to all Yakult components.	<b>293.00</b>	<b>293.00</b>	<b>4.00</b>	<b>0.856</b>
	2 I have good attitude because Yakult reflect social class in society.	<b>283.00</b>	<b>283.00</b>	<b>4.00</b>	<b>0.856</b>
	3 I have positive attitude because Yakult is demanded by many people.	<b>295.00</b>	<b>295.00</b>	<b>4.00</b>	<b>0.880</b>
	4 I have good positive because Yakult has trusted quality.	<b>299.00</b>	<b>299.00</b>	<b>4.00</b>	<b>0.924</b>
	5 I have positive attitude about the taste belongs to Yakult.	<b>295.00</b>	<b>295.00</b>	<b>4.00</b>	<b>0.850</b>
<b>Total Mean</b>		<b>1465 293</b>	<b>18.31 3.66</b>		

Based on table above can be seen that brand behaviour & attitude aspect has good response like others with total score 1465 and mean 3,66. From that, can be concluded that respondents have good sight to brand behaviour & benefit in consumers perception making to create brand image.

### 3.3.5 Brand competence & benefit

Brand competence & benefit is values, benefit and typical competency offered by the product in solve consumers matter, which allows consumers to get benefit because of their needs, manifested by what is offered.

Table 9 : Brand Competence &amp; Benefit Statistics

Indicator	Item Statement	Total Score	Mean	Median	SD
<b>Brand Competence &amp; Benefit</b>	1. Yakult considered fast to deal with digestive problem.	<b>281.00</b>	<b>3.512</b>	<b>4.00</b>	<b>0.980</b>
	2. There is better condition after I regularly consume Yakult.	<b>292.00</b>	<b>3.650</b>	<b>4.00</b>	<b>0.943</b>
	3. Yakult is trusted has compatible, trusted and expert personnel.	<b>290.00</b>	<b>3.625</b>	<b>4.00</b>	<b>0.913</b>
	4. Yakult has strong influence in health maintenance.	<b>277.00</b>	<b>3.462</b>	<b>4.00</b>	<b>0.090</b>
	5. There is something wrong with my digestion when I do not consume Yakult.	<b>245.00</b>	<b>3.062</b>	<b>3.00</b>	<b>0.985</b>
<b>Total Mean</b>		<b>1385.00</b> <b>277</b>	<b>17.31</b> <b>3.46</b>		

Brand competence & benefit aspect got the lowest score among all but still include in agree category with score 1385 and mean 3,46 shows that this aspect influence respondents too in making image.

### 3.4 Result

At the very beginning, researcher survey first to observe research location and interview one of employee in the office to know how consumerisation level of yakult product. After observation, then asking permission to do research in that location in Mandiri Bank KCP Diponeogo Yogyakarta to compile the needed data as final project research. After asking permission, then researcher take action in this project by distributing research tool, that is questionnaires.

In the early of research, researcher distribute trial sample amount 25 questionnaires to test whether the statements are reliable or not. When its reliability is considered valid, researcher directly go to the project with 80 respondents. Questionnaires have 25 of statements with 5 indicators that represent how perception influence the product image. 5 indicators which create perception of the brand image are brand association, brand personality, brand identity, brand attitude and brand competence.

Based on research questionnaires that have been distributed in Mandiri Bank KCP Diponegoro Yogyakarta and have been assessed by 80 employees shows that brand image variables have score 95,5%. It describes that they have good perception of Brand image Yakult, which is formed by the product itself. Besides, respondents perceive that Yakult has been in accordance with consumers' expectation and needs as health drink.

### 3.5 Discussion

Trout & Ries (1987) explained that marketing is a war between producers to get consumers' perception, a lot of strategy producers have to get good perception from consumers about their products. In this research explained that several factors to create consumers' perception are attention factors, internally or externally (Rahmat:1992).

The image of an organization can be said as main determinant of their position in the consumers' mindset (Daffey & Abratt: 2002) based on the results of research that has been done the selection process of the senses to stimulus and then combined and interpreted is called the perception. Stimulus generated when consumers see the product and perform various positive or negative responses to the brand, the responses also form a perception on the function to understand any information that comes and enters our five senses regularly.

Based on obtained data from researcher that 80 respondents which has been tested shows that good trend of yakult with percentage 95,0% of employees who have been categorized have a high perception on Yakult products, followed by 3,8% obtained by employees who have been categorized have moderate perception and 1,3% of low perception one. Another assessment which is not really matter lies on respondents' knowledge of the brand, proved that 93,8% or 75 from 80 respondents have high level of brand knowledge, whereas 4 respondents have no proper brand knowledge.

The success of a brand that has been known by the consumer cannot be separated from the producer's efforts to build the brand personality in a long period of time, that makes the product has a marketing balance that makes the more famous image (McGoldrick, 1990). It has been proven that brand image has a significant contribution to the existence Yakult products in the society, as mentioned above that majority of employees Mandiri Bank KCP Diponegoro Yogyakarta (95,0% or 75 employees) stated that Yakult is considered has good reputation and good image in society. Survey that



conducted and published by Top Brand Indonesia also has been proven that trust scale owned by Yakult product always higher than similar product for example in 2014 Yakult got 82,5% 2015 80,6% 2016 80,0% and last year 2017 got 78,6% from 100% scale. Yakult is considered have higher sales than its competitors like Cimory, VitaCharm and others.

From the statistical test that has been done, it can be seen that the brand image has important role in the creating perception of the yakult product in Bank Mandiri KCP Diponegoro Yogyakarta, good perception will make the product become TOM (Top of Mind) in consumers mind and also indirectly will impact on the quality and brand trust of the product, quality is closely related to customers satisfaction in consuming the product and brand trust can measure how consumers trust to the product. Lee & Wu (2011) explained that the association of an image by the consumers is influenced by their perception of superior brand or the inferior one.

Olson (2004) showed that if consumers faced to the choices such as brand name, price and other attributes of the product, then consumers will tend to choose brand name first before think about the price. In condition like this, brand has main consideration in decision making. Some new creative and innovative ideas on their marketing system also counted as the success of good image that yakult got in the middle of society, one of them is using Yakult Lady as direct seller to society, with this strategy consumers will be maintained to keep loyal to consume the product and improve a more positive image of the product that most of the customers are family, humanitarian approaches that offered by Yakult product feels very compatible with Indonesian characteristics with high sense of kinship.

This research is done in conventional bank which the respondents is its employees, the result of the research shows that the respondents considered Yakult is health drink that has the best image of all. Besides, Yakult also considered as drink health produced by PT Yakult Indonesia Persada itself. Yakult is prebiotic health drink that is very good for digestion health because it contains good bacteria to make digestion well, against bad bacteria inside intestine, maintain intestinal health and other good benefit for body.

Based on result analysis and statistical test of research confirm that employees of Mandiri Bank KCP Diponegoro Yogyakarta feel that their perception to brand image of

yakult product tend to good and significant. This is caused when consumers want to buy a product, consumers will consider image of the product, its reputation and direct or indirect benefit owned by the product.

Perception and several aspects in brand image creation such as brand association, brand personality, brand identity, brand attitude and brand competence are success factors to make consumers perception to the brand image of yakult that can be said good because all employees have different assessment to 5 indicators of brand image creation. Perception creation depended by high understanding and knowledge factor. The way of how perceived a thing will different between the one with high knowledge and the one who do not. Sensation is a quick response from receiver sense obtained by basic stimulus, whereas perception is a stimulus process that will be selected, combined and interpreted (Sutrisna, 2002).

Good perception will influence good behaviour of consumers and effect high demand and high assessment to the product. Consumers perception said good if what consumers need match to what product offered and tend to put attention (Djaali, 2008). Positive perception showed by enthusiasm and loyalty of consumers to the product so the products will not be perceived as odd by consumers, this is in line with research Brontamala (2014) about consumer perceptions of KFC brand image.

The result of research shows that perception of employees of Mandiri Bank KCP Diponegoro Yogyakarta is in good category. Brand knowledge will be considered has significant role in optimizing the achievement of positive perceptions. Thus, knowledge and understanding to the brand will make consumers realize and able to measure how quality and service owned by product to keep consumers loyal. Some efforts to improve product quality can be integrated in marketing method. Yakult is one of them that is using direct marketing theory by the presence of Yakult Lady who sell these products to the society directly.

#### **4. CONCLUSION**

Based on result of the research conducted by researcher on Yakult as health drink explained that if the highest indicator take important role in perception creation of customers to the brand image as a whole is lies on brand association indicator with the average of 92.8% of

respondents' votes and for other indicators have ranges between 80-90%, with this it can be interpreted that the perception of respondents in the very good criteria.

To manage and improve the image and also marketing strategy as well which are familiar to the consumers must be done for the improvement of quality control on the product. On sales issues can be seen from the percentage of sales from year to year, that show a sale declining of Yakult so it is important for Yakult to get close to the gap that has been known by competitors and evaluate it. The Yakult price on the prebiotic drink should remain stable or cheaper than competitors' products. So, the consumers will not find the gap to change their behaviour.

For the next researcher when doing research with Yakult object can add other important variables such as marketing strategy, marketing communication effectiveness and others because if we traced further there are many factors that can influence consumers perception to Yakult product, not only the Brand Image.

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